



DEPARTMENT OF HUMAN RESOURCES
SENIOR & DISABLED SERVICES DIVISION
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AUTHORIZED BY: _____

**SDSD Administrator/Deputy/
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INFORMATION MEMORANDUM

SDSD-IM-00-40

Date: April 7, 2000

TO: SDSD District and Unit Managers
AAA Directors and Program Managers

**SUBJECT: SDSD / Oregon Public Broadcasting Television Show on
Caregiving - Broadcast Parties and Other Field Support Ventures**

INFORMATION: SDSD and Northwest Osteopathic Foundation are sponsoring a ninety minute broadcast on the many facets of caregiving, which is to air in October. OPB is producing the show and is working closely with SDSD on selection of documentary subjects and program content. The objectives of this show are to; (1) enlighten the public as to the integral role caregivers, both formal and informal, play in the lives of Oregon's seniors, (2) identify barriers, challenges, and rewards that caregivers experience, and (3) provide general viewers with access to caregiving resources. This program will direct attention to SDSD/AAA as one resource for information and services.

Current expectations of this OPB program are to provide education and highlight SDSD/AAA's vital function in assisting Oregon's growing senior and disabled population. As this show spotlights the needs of both the caregivers and the care recipients, if awarded the success of an extensive viewing audience, this could conceivably result in a television series. Such a series could feature more diversified aspects of caregiving and related information. This show offers SDSD/AAA offices an occasion to promote their scope of services to the general populace. An 800 line and website will be advertised throughout the show and on copies of the video.

To maximize audiences and demonstrate local leadership, each district or branch office should consider how they might capitalize on this event, attract local publicity, and generate community support. One suggestion is to host a **Broadcast Party**. These parties may be sponsored by the local SDSD/AAA offices, local organizations, or be a joint project. Broadcast parties are typically scheduled around the show's airing time. Party sites would be determined at the sponsors' discretion. Persons to invite are elected officials, local media, noted dignitaries, advocates, interested parties, health and social service providers.

Party formats may include a moderator to introduce the show and, after the program, a panel of experts could provide commentary and answer questions. There are many options. To help organize one of these Broadcast Parties, the SDSD / OPB Planning Committee will produce a “party kit” and issue this party planning guide to event coordinators. Viewers’ guides will be provided prior to the function and local sponsors can then add their own informational printed matter.

If local offices choose not to participate in a Broadcast Party, there are a number of other leadership opportunities associated with the show. Some ideas are; (1) notify other organizations and the media of the show’s airing date, (2) approach the newspapers and radio stations and urge them to feature subjects related to caregiving or what SDSD /AAA does, (3) influence other organizations (i.e., AARP chapters, health service providers, service clubs, advocacy groups, etc.) to host a Broadcast Party, and (4) plan follow up events.

In conjunction with the show, a web site for caregivers called “OregonCares” is presently under development. This site will enable viewers and interested parties to access caregiving information, resources, links with SDSD/AAA offices, and other related web sites. Plans for this web site include a host of functions and possibilities. Insight and input from the field is critical for this extensive project.

In closing, the OPB / SDSD planning committee invites the field offices to envision how they would like to connect with this OPB broadcast. When decisions are made, please notify Central Office of what actions each office will commit to. Any further ideas and comments are most welcome. For those choosing to host a Broadcast Party, a response is needed by no later than May 8, 2000.

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